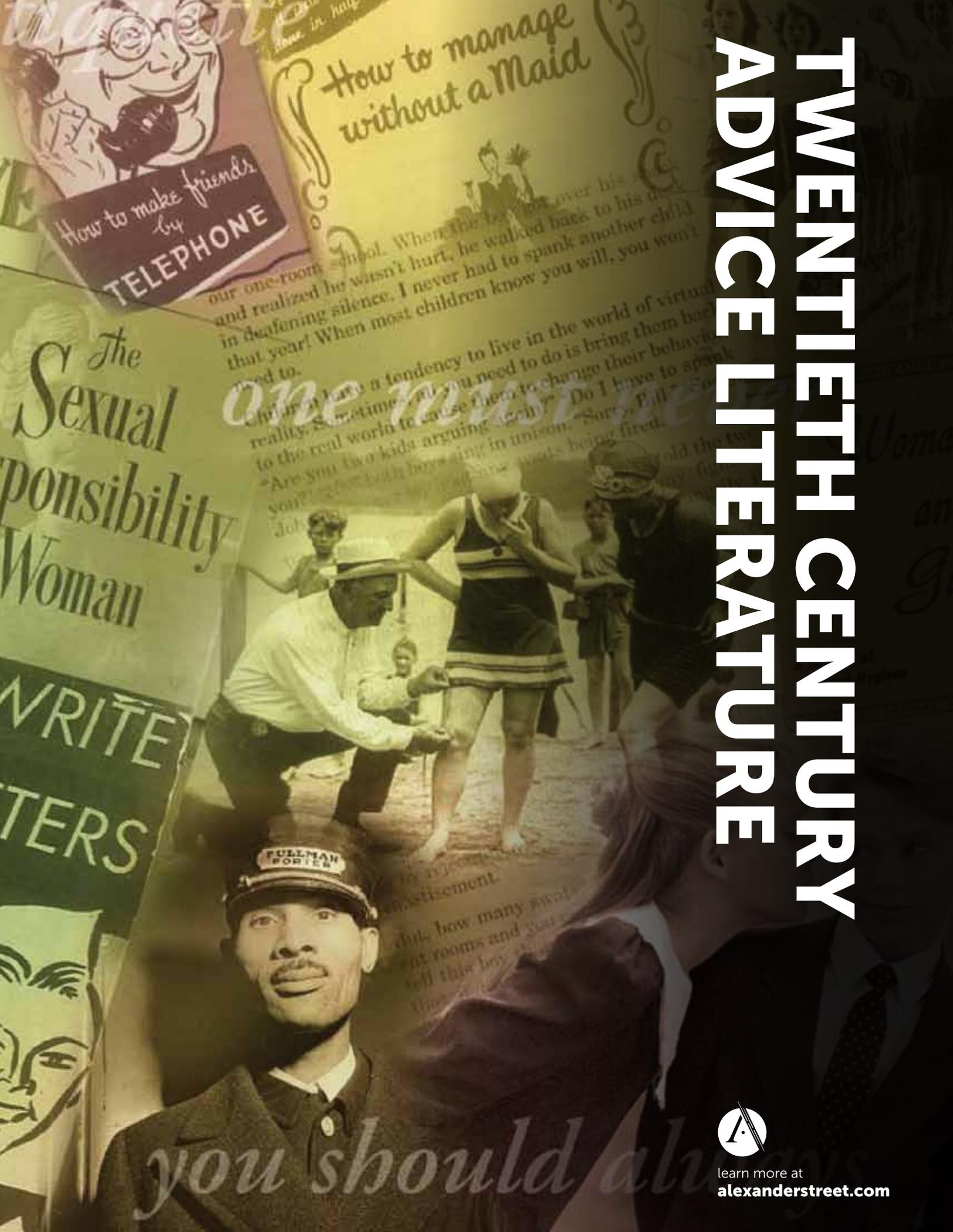


# TWENTIETH CENTURY ADVICE LITERATURE



How to make friends  
by  
**TELEPHONE**

How to manage  
without a Maid

our one-room school. When the boy got over his  
and realized he wasn't hurt, he walked back to his desk  
in deafening silence. I never had to spank another child  
that year! When most children know you will, you won't  
need to.

children have a tendency to live in the world of virtual  
reality. Sometimes, all you need to do is bring them back  
to the real world to cause them to change their behavior.  
"Are you two kids arguing again?" "Do I have to speak  
you?" "Both boys saying in unison, "Sorry, Full". So  
John and I were talking about the boys being fired.

The  
Sexual  
Responsibility  
of a  
Woman

WRITE  
STERS

FULLMAN  
PORTER

*you should always*



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# Twentieth Century Advice Literature

*North American Guides on Race, Gender, Sex, and the Family*

*Twentieth Century Advice Literature* brings together more than 150,000 pages of rare material to provide a reflection on historical American attitudes towards race, citizenship, education, work, sex, gender roles, life cycles, family, and religion.

Alexander Street Press's rich collection of popular culture documents makes available traditionally published items, including how-to books and guides; professional and employee manuals; society publications, among them sorority and fraternity pledge manuals and Boy Scout and Girl Scout manuals; textbooks discussing home economics, health and hygiene, and sex education; teacher-training and course manuals; commercial literature; and government instruction manuals for various workplaces and industries. And because much of the content was distributed by organizations only to their members without being cataloged, more than a third of the materials in the database have never before been seen in the academic sphere.

The advice publications within the collection serve as a lens through which to study the evolving culture. Materials provide direct and often entertaining evidence of how society grappled with issues such as war, technology, education, leisure, consumerism, and class and race relations. In plain language accessible to all, advice literature gives detailed accounts of how people conformed, or failed to conform, to societal expectations of the time.

Resources in *Twentieth Century Advice Literature* allow students and researchers to investigate topics such as:

- How wars—including World War I, World War II, and the Korean War—affected the lives of men and women on the home front and in the battlefield
  - *Etiquette and Ceremonies of the Stars and Stripes: National and Personal Salute Required by the United States Army Regulations* (1915)
  - *How To Write Interesting Letters to Your Men in the Service* (1943)
  - *The Airman's Handbook* (1951)
- Citizenship in different contexts
  - *How To Become a Naturalized Citizen of the United States* (1907)
  - *What To Do for Uncle Sam: A First Book of Citizenship* (1923)
  - *You and Your Community* (1968)
- The daily experiences of women and children
  - *The Blue Book of Etiquette for Women: A Guide to Conduct and Dress on All Occasions* (1907)
  - *Hand-book for Girls*, by the United States Rubber Company (1923)
  - *How To Become a More Popular Hostess* (1954)
  - *Family Camping*, by Better Homes and Gardens (1961)
- Women's rights, sex, and gender relations
  - *How To Be Happy While Single* (1949)
  - *Sex Attitudes in the Home* (1956)
  - *The Sexual Responsibility of Woman* (1956)
- Race relations
  - *Speaking of Negro Masonry* (1966)
  - *How the Negro Can Start His Own Business* (1968)
  - *American Indian Civil Rights Handbook* (1980)
- The role of religion
  - *Catholic Girl's Manual and Sunday Missal* (1952)
  - *Your Christian Wedding* (1966)
- Perspectives on the American Dream
  - *Health, Wealth, and Happiness* (1892)
  - *How to Enjoy Life* (1943)
- Representations of other cultures
  - *How To Prepare for Europe* (1909)
  - *A Pocket Guide to Viet-Nam* (1965)
  - *American Women's Club Handbook for Iran* (1971)

Collectively, these documents encapsulate the evolution of the American psyche and will be of interest to scholars of American history, cultural studies, leisure studies, human ecology, family and consumer studies, gender studies, literature, psychology, religion, diversity, sociology, language, and linguistics.

## Publication details

*Twentieth Century Advice Literature* is available on the Web, either through one-time purchase of perpetual rights or through annual subscription. Contact [sales@alexanderstreet.com](mailto:sales@alexanderstreet.com) for more information and to learn about other available databases in history, diversity, and popular culture.



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